

CLA Ambassador Position Description

Position Description Last Updated: 1/2/2025

Working Title: College of Liberal Arts Ambassador

Supervisor Name: Kristen Mullen

Supervisor Working Title: Recruitment Coordinator, College of Liberal Arts

I. Description of Work Unit

The CLA Student Ambassador Program is an extension of the College of Liberal Arts Dean's Office, both supervised and led by the college's full-time Recruitment Coordinator with leadership support from three CLA Student Coordinators. The Recruitment Coordinator, with support from CLA Ambassadors, is responsible for coordinating and organizing undergraduate recruitment and outreach efforts for the college and its academic departments. The CLA ambassador team offers a supportive space for CLA undergraduate students to learn about our college, build community, and learn how to support prospective families.

II. Position Summary

CLA Student Ambassadors are undergraduate students serving in flexible *volunteer* roles during CSU's Spring and Fall semesters (no participation during breaks or summers), selected through an application process. Ambassadors support the college's strategic recruitment and engagement initiatives. These include efforts and events aimed at promoting the value of a liberal arts degree from Colorado State University, recruiting talented and diverse new students to the college and the university, and providing personalized attention and meaningful experiences for prospective students and their families. As representatives for the College of Liberal Arts and Colorado State University, CLA Ambassadors are held to high standards and are expected to uphold the Ambassador Philosophy (See Section III), Principles of Community, and Land-Grant Mission at all times.

Primary responsibilities include representing the college and providing support to prospective students and families interested in the College of Liberal Arts who are visiting the campus individually, as part of a school group, or associated with any events hosted by the CSU Office of Admissions. Additional opportunities include serving as a student

presenter and panelist at recruitment events, participating in webinars, communicating with future students in-person and over email, and providing support for the college. **For specific Position Requirements, see Section VI.**

To ensure accurate insights and information about what it means to be a CSU and CLA Ram, CLA ambassadors seek to fully represent the college through a wide variety of majors, concentrations, minors, hometowns, backgrounds, identities, interests, and involvements.

III. Ambassador Philosophy

The principles that guide our behaviors and interactions with those we serve and with each other are as follows: Choose Your Attitude, Know Your Knowledge, Make Their Day

Choose Your Attitude: As ambassadors, we embrace and appreciate the responsibility to represent more than ourselves. In all that we do, we do our best to choose a positive outlook when we engage with prospective students and families. We represent CLA, we represent CSU.

Know Your Knowledge: “Knowing Your Knowledge” requires two parts, the first being to know your guest. We strive to provide the most authentic, engaging, and impactful experiences for prospective students and families and to be student leaders at all times. We avoid making assumptions about guest interests, identities, needs, concerns, knowledge, and expectations. The second part of Knowing Your Knowledge requires knowing what you don’t know, what you should know, and who the experts are. We recognize that each year and across the university, there will be changes in programs, policies, initiatives, opportunities, data and statistics, resources, etc. As a team, we are committed to doing our best to gather, update, and share the most accurate knowledge for prospective, incoming, and current CLA students.

Make Their Day: Making Their Day is an integral part of our Ambassador Philosophy, and at its core represents doing whatever possible to provide a positive, helpful, productive, and kind experience for anyone on our CSU campus. We want every guest that encounters an Ambassador to walk away from that interaction knowing that their day was brightened or a weight was lessened because of the impact of that Ambassador. Kindness, empathy, and a desire to help are necessary for the carrying out of Making Their Day.

IV. Minimum Qualifications (Requirements for Consideration)

- Enrolled in at least 12 credits (at CSU) at the time of application
- At least 1 major must be in the College of Liberal Arts

- Maintain a 3.0 cumulative GPA each semester (flexible with communication)

V. During your first year, you will be able to:

- Demonstrate understanding of and commitment to CSU's Principles of Community
- Be resourceful, creative, and able to adapt
- Develop strong interpersonal and public speaking skills
- Grow as a student leader and develop professional skills
- Promote strong beliefs in the value of a Liberal Arts degree from Colorado State University

VI. Position Expectations

- Fulfill training requirements as listed in Section VII
- Attend weekly Ambassador team meetings
 - o Meetings currently take place every Thursday evening from 5:15-6:15pm. It is expected that all team members attend to receive important information and training to prepare them for recruitment activities
 - o The minimum requirement for team meeting attendance can be discussed depending on class schedules, but ambassadors are expected to attend every meeting possible while missing fewer than 5 meetings per semester.
 - o If an ambassador will need to miss a meeting it is their responsibility to communicate with the Student Coordinator for Leadership Development and Communication before the start of the missed meeting.
- Assist with a minimum of one campus visit day or approved recruitment event each semester
 - o This may include twice-weekly tours, campus-wide recruitment events such as Choose CSU, department-specific events, or webinars.
- Demonstrate commitment to the Ambassador Philosophy and Principles of Community at all times
- Participate in the team-wide service project, such as Fall Cleanup, each semester
- Agree to consider all ambassador requests and communicate availability and interest promptly

VII. Training

All ambassadors are expected to attend and participate in four trainings, panel preparation, and other forms of preparation for campus visit days, CSU Admissions events, and CLA-specific events and tours that take place during meetings. Training is led by the team of Student Coordinators and each ambassador must be approved by the Coordinator team to participate in events that require training.

VIII. The Value of Participation

Benefits include but are not limited to:

- Eligibility to apply for one of three Student Coordinator positions after one semester (paid position through \$3,000 CLA scholarship)
- Joining a supportive and diverse team of fellow CSU College of Liberal Arts students
- Participation in ongoing leadership training and professional development activities focused on growing and developing essential career skills like public speaking, written and verbal communication, professional networking, customer service, critical thinking, and problem-solving. Resume and LinkedIn building also included.
- Gaining valuable knowledge about the College of Liberal Arts and Colorado State University programs and student opportunities through close work with college and university personnel.
- You will receive a personalized nametag and a CSU College of Liberal Arts monogrammed polo for events.

IX. Leadership Opportunities

- Represent the college at campus visit days and select Admissions events through event support and speaking roles
- Engage with individuals and groups from a wide variety of diverse backgrounds, roles, experiences, and perspectives
- Hosting prospective students, families, high school counselors, and school groups visiting the university
- Participating in college and university social media and marketing campaigns
- Assisting with committee efforts led by student coordinators in their respective areas

We seek applicants from all backgrounds to ensure we cultivate the most creative, most diverse talent on our team. Have any questions? Email the CLA Student Ambassador team at claambs@colostate.edu